

Scaling New Heights: Rightlander Leaps into 2025!

2025 started with excitement and high energy. Like most of you, we went straight into gear by launching our services in Brazil, exhibiting and speaking at ICE and iGB Affiliates, and then taking a trip to Vegas to attend Affiliate Summit West. We had successful conferences and were delighted to meet with many of our clients and partners.

We also launched new products and services, which you can read about below. Lastly, you may have seen the PR; we officially acquired Mitigatr and welcomed their customers and team to the Rightlander family. And this was just January!

We can't wait to see what the rest of the year brings! Here's to a fantastic 2025 and to support your compliance and marketing goals for the year ahead.



Conference.....conferences....more conferences!

Three shows and the year has only started! Regardless, they were all incredibly productive and insightful, and we wanted to share some of the key takeaways from our discussions.

- **New markets:**
 - Viva Brazil! The newest regulated market was a hot topic for brands and affiliates. The dos and don'ts of advertising came up in several conversations. You can learn more about [Brazil's changing iGaming landscape](#) in our latest study.
 - Marhaba UAE! Much chatter was about the UAE's upcoming licensing plans and the regulatory framework shaping this new market. Both brands and marketing partners were keen to learn more about the landscape and growth opportunities.
- **Transparency and hijacking challenges:** Full visibility on promotional activity came up in several conversations, as did the growing trend of sites being hijacked.
- **Unlicensed brands:** The rise of unlicensed brands and the growing challenges to tackling them generated strong interest from discussions with regulators worldwide.

Expanding Horizons: Mitigatr Joins the Family!

We're delighted to share that we have acquired Mitigatr, a trusted name in affiliate compliance for the iGaming and affiliate industries. This strategic move expands our global reach and strengthens our ability to deliver cutting-edge compliance solutions. Mitigatr's esteemed clients, including Gamesys, Rank Group, and NetBet, will now benefit from Rightlander's advanced technology, such as in-depth compliance monitoring and tools to maximise affiliate revenues. We're excited to welcome Mitigatr's incredible team and expertise and look forward to empowering our clients with even more innovative solutions across Europe, the US, and beyond. More info [here](#).



Compliance Around the World.....focus on Argentina

Argentina is banning all iGaming advertisements on websites, social media, and other digital platforms, however this presents an opportunity for affiliate marketers to shift away from social media promotions and explore other channels to stay competitive in the evolving market.

The legislation seeks to create a more controlled market, with mandatory warnings and strict penalties for non-compliance, such as hefty fines and license suspensions. While implementation may pose challenges, the move underscores Argentina's commitment to fostering a safer iGaming environment. Read more [here](#).

Have Your Say..

We launched our recent survey to give you the 'mic' and let us know how we can best support you. As a valued partner, it is important to us to know how we can support your day-to-day tasks and future growth plans. Your feedback is not only greatly appreciated but also helps us prioritise our development roadmap. As such, please take a few minutes to share your thoughts [here](#).



Meet the team - Where to next?

We plan on attending a few affiliate events in the coming months and would be delighted to meet you.

Find us at the following events:

Rakuten Dealmaker Europe | March 19
 Affilifest | May 1
 SBC Summit Malta | June 10 - 12
 iGB Live London | July 1 - 4
 Elevate Summit | July 15

We look forward to seeing you. Contact us to book a time to catch up.

Rakuten
Advertising



Affilifest

SBC | SUMMIT
MALTA

iGB LIVE

ELEVATE SUMMIT



RIGHTLANDER

www.rightlander.com